



## **REGULAR MEETING OCCUPANCY TAX BOARD - AGENDA**

Tuesday, April 25, 2017 – 2:30 p.m.  
Conference Room at Roswell City Hall  
425 N. Richardson Ave.

Committee Chair: Jim Fielding

Committee Members: Josh Ragsdale; Jill Cleveland; Kerry Moore; Roxanne Slayton

Staff Coordinator: Juanita Jennings

- A. Call to Order:**
- B. Roll Call:**
- C. Approval of Agenda:**
- D. Approval of Minutes:**
  - 1. Consider approval of the April 4, 2017 meeting
- E. Public Comments:**
  - 2. Public Participation on agenda items (limited to one minute per person)
- F. Regular / New Items:**
  - 3. Lodgers' Tax funding request – Chile Cheese Festival 2017
  - 4. Lodgers' Tax funding request – 2017 Dragonfly Festival
- G. Other Business / Non-Action Items / Information Items / Reports:**
  - 5. Update of Event Status (Juanita Jennings)
- H. Adjourn:**

Next Meeting: May 30, 2017

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and City Resolution 16-69.

NOTICE OF POTENTIAL QUORUM – A quorum of the City Council may or may not attend, but there will not be debate by the City Council. The Council, acting as attendees to an informational presentation, will not be discussing public business and no action will be taken.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact – Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

**Printed and Posted April 20, 2017**



# DRAFT

## MINUTES OF THE OCCUPANCY TAX BOARD MEETING

Tuesday, April 4, 2017

RESCHEDULED Meeting 2:30 P.M.

**CALL TO ORDER AND WELCOME** – The regular meeting of the Occupancy Tax Board was called to order at 2:30 p.m. by Chairperson Jim Fielding.

### **ROLL CALL**

Members Present: Chairperson-Jim Fielding, Vice-Chair- Josh Ragsdale, Kerry Moore

Members Absent: Jill Cleveland

Three members of the board were present representing a quorum.

Staff Present: Juanita N. Jennings, Director of Public Affairs, Sharon Coll, City Clerk, Monica Garcia, Finance Director

Others Present: Rick Spragins, Desert Sun Golf Classic), Todd Hammock, Cycle City Promotions, Lisa Dunlap, Roswell Daily Records

**APPROVAL OF AGENDA** – Mr. Ragsdale motioned to approve the agenda. Ms. Moore seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.

**APPROVAL OF MINUTES** – Ms. Moore motioned to approve the minutes from the February 27, 2017 Occupancy Tax Board meeting. Mr. Ragsdale seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.

**PUBLIC COMMENTS** - None

### **REGULAR ITEMS (Action Items):**

#### **3. Lodgers' Tax Request – Kicker Arena Cross 2017 (June 3 -July 4, 2017)**

Cycle City promotions presented and requested to move the event up to June 3<sup>rd</sup> and 4<sup>th</sup> as result of a competing event on June 10<sup>th</sup>. Mr. Tod Hammock was present to present the request for \$6,000.00 to assist with marketing out of the area to attract more out-of-town people. 85% of riders come for competing event out of market. Total paid attendance last year was 3000 people and 1000 out of market.

The Board discussed to review the application as written. Ms. Moore motioned to recommend to the Finance Committee to fund the Kicker Arena Cross in the amount of up to \$5,000.00 for eligible Lodgers' Tax expenses at 50% reimbursement. Mr. Ragsdale seconded the motion. In discussion there was questions concerning the people renting the RVs out are they paying lodgers tax? Answer was yes. Funding was based on what the Occupancy Tax Board budgeted the amount originally allotted for this event. A voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.



4. **Lodgers' Tax Request – Bottomless Lake Triathlon (July 8, 2017)**

Mr. Toles was scheduled to attend the meeting last week and is unable to attend the rescheduled meeting today due to a prior commitment. However, he provided written documentation requesting the funding. Mr. Fields reviewed the written documentation indicating the group has a new host hotel; La Quinta Inn and Suites and enthusiastic will require participants to complete a survey before receiving race packet. Bottomless Lake Triathlon are requesting \$2,000. Mr. Ragsdale made the motion to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$2,000.00 on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Ms. Moore seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, April 5, 2017 at 8:00 a.m.

5. **Lodgers' Tax Request – 2017 Rotary Clubs of Roswell Desert Sun Golf Classic (July 21-23, 2017)**

Mr. Rick Spragins presented and stated it's been on for 27 years and is the only PGA event held in NM. It raised \$20,000 that goes back into the community to fund some of the charitable organization throughout the community. Each year they solicit the charities through PR and United Way. Solicitation will be in the paper. Over the years \$750K has been raised. 63 out-of-town guests from Arizona, Colorado and West Texas and combined with PRO AM event and local community. All three rotary clubs work for the tournament. Requesting \$4,100 dollars to help. Last year did not spend that much and Carlton did a great job recruiting. Last year they used Holiday Inn Express and this year the same. Last year 46 rooms. Expecting to utilize all of it this year. Mr. Ragsdale made the motion to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$2,000.00 on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Mr. Ragsdale seconded the motion. Ms. Moore indicated the motion was based on what was allocated in the budget. Mr. Ragsdale they did not use the full amount allotted last year. Ms. Moore would like to see them utilize the full amount so if it comes back again. A voice vote was unanimous (3-0) and the motion passed; Ms. Cleveland was absent.

Mr. Spragins was informed that this would go directly to the City Council meeting on April 13<sup>th</sup> at 6pm at the Basset Auditorium.

**Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):**

5. **Discussion of Roxanne Slayton recommendation for OTB Committee:**

Mrs. Jennings informed members the committee received one application for recommendation from Roxanne Slayton. It will be placed on the council agenda for April 13<sup>th</sup> and Ms. Slayton will replace Stephanie Gerdt. This vacant seat must be from a lodging facility based on state statute.

6. **Update of Lodgers' Tax Process:**

Mrs. Jennings informed members Janice Self retired. The packet is smaller than what has previously been provided as a result of streamlining some process with lodgers' tax application, submission and email to save paper and printing costs making it more user friendly and accessible. Applications will be brought to the committee to streamline and review it. Currently, there are two applications and input and feedback would be requested to streamline so that it's easier to understand for the event organizers and get questions answered before they

come in like those coming from out-of-town. Do you have questions? A new person will be joining as a staff coordinator. Two positions were merged together to form the Tourism and Event manager positions as an opportunity to target the goal of bringing in people to Roswell to be more efficient.

Mr. Ragsdale indicated a workshop would be helpful for the public. Mrs. Jennings is open to ideas and suggestions. A special event policy is currently being drafted.

## **ADJOURN**

No additional business or discussion. Being none, Mr. Fielding requested a motion for adjournment.

Ms. Moore made the motion to adjourn and Mr. Ragsdale seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Mr. Cleveland was absent.

Mr. Fielding stated that the next scheduled meeting of the Occupancy Tax Board is April 25, 2017.

The meeting was adjourned at 2:54 p.m.

Minutes submitted for approval by Juanita Jennings.





**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, April 25, 2017 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the 2017 Chile Cheese Festival in the amount of \$4,500.00 with the addition of services and equipment to be provided by the city at no charge. The services include Parks & Recreation, Street, Electric and Sanitation.

**BACKGROUND:**

The 2017 Chile Cheese Festival is scheduled for September 22-23, 2017. The event was not funded in 2016 and was funded from 2010-2015. This event is a two day festival highlighting chile, cheese and activities with multiple vendors of arts, crafts, merchandise, food and a cook-off, plus a mobile dairy classroom.

**FINANCIAL CONSIDERATION:**

The requested funding is \$4,500.00

- This item is not budgeted for FY 2017

**LEGAL REVIEW:**

Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.



## CITY OF ROSWELL –SPECIAL EVENT LODGERS’ TAX FUNDS – APPLICATION

NAME OF EVENT:

2017 Chile Cheese Festival

DATE(S) OF EVENT: Sept 22 & 23, 2017

(application required 90 days prior to event)

NAME OF ORGANIZATION APPLYING FOR FUNDING:

MainStreet Roswell

DESCRIBE EVENT: Free Entertainment including free music, educational skits for kids, exotic animal petting zoo, Green Chile Stew

Cookoff, multiple vendors of arts, crafts, merchandise, food. Demonstrations on Ristra building, Chile handling/growing of different species of Chile, mobile dairy classroom. We will be seeking artisan cheese vendors for sampling and selling of unique cheeses.

LOCATION OF EVENT: Chaves County Courthouse Lawn

HOW WILL YOU ADVERTISE AND MARKET THE EVENT? New Mexico Magazine, News papers in Las Cruces, El Paso, Lubbock, Albuquerque, Facebook ads, use of food service supply companies to find restaurants to join the competition.

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? Surveys, prize drawing entry for competition

ESTIMATED TOTAL # OF ATTENDEES: 7,000

EST. # ATTENDEES FROM OUTSIDE CHAVES CO.: 3,000

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY? Yes, we expect several hotels to offer packages for groups and individuals.

WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL? 80 %

WILL YOU HAVE A WEBSITE FOR YOUR EVENT? Yes. We will utilize our MainStreet Roswell to promote the event, as well as facebook.

EVENT WEBSITE (if applicable): <http://www.mainstreetroswell.org/event/chile-cheese-festival>

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 4,500

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

### RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST: Molly Boyles

SIGNATURE OF APPLICANT:

(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP: MainStreet Roswell P.O. Box 1328, Roswell NM 88202

PHONE: 575-914-8018

CELL: 575-420-9660

E-MAIL: [info@mainstreetroswell.com](mailto:info@mainstreetroswell.com)

DATE SUBMITTED: 4-11-17

90 DAYS? (Y) N

TO BE PRESENTED AT MEETING ON: 4-25-17

➤ ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.

➤ PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.

➤ PLEASE PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES

➤ MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan 7, 2016

Rec. 4/11/17 4pm



NAME OF EVENT: <b>2017 Chile Cheese Festival</b>
DATE(S) OF EVENT: <b>Sept 22-23, 2017</b>
NAME OF ORGANIZATION: <b>MainStreet Roswell</b>

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT –OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER	500.00	1,800.00	2,300.00	80
MAGAZINE			0.00	
RADIO	300.00	1,200.00	1,500.00	80
TELEVISION			0.00	
INTERNET	200.00	500.00	700.00	
PRINTING (brochures, posters, cards)	300.00	900.00	1,200.00	75
MAILING	100.00	400.00	500.00	80
T-SHIRTS (or other marketing items)	1,600.00		1,600.00	
SECURITY	300.00		300.00	
CLEAN UP (Sanitation)	900.00		900.00	
OTHER:			0.00	
SUB TOTALS	4,200.00	4,800.00	9,000.00	

TOTAL ELIGIBLE EXPENSES: \$ 9,000.00 (50% = \$ 4,500.00)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*
Parks & Rec	see below		
Streets	see below		
Electrical	see below		
Sanitation	see below		

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS
Park & Rec	Set up and take down stages,tents	4	9-22 12pm/9-23 6pm	10
Street	Block off & unblock streets	3	9-22 12pm/9-23 6pm	6
Electric	Set up & take down electricity	2	9-22 12pm/9-23 6pm	6
Sanitation	Set up roll offs & trash cans	3	9-22 12pm/9-23 6pm	4

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*
Parks & Rec	1 Stage	300.00	2	
	2 Lg Tents	75.00	2	
	1 Sound System	150.00	2	
	(see attached page)			



DEPARTMENT	TYPE OF EQUIPMENT	EST COST PER DAY	# DAYS REQUIRED	TOTAL COST *city use only*
Parks & rec	15 tables	\$112.50	2	
	75 chairs	\$75	2	
	8 Dory Poles	\$8	2	
	1 Generator	\$250	2	
	2 bleacher	\$25	2	
Streets	6 barricades & 25 cones	\$64	2	
Electric	Electrical	\$300	2	
Police	Command Unit (education & touring)	Unknown	2	
Sanitation	2 lg roll offs	\$184.25	2	
Code Enforcement/ Community Enhancement	25 trash cans	\$10	2	



**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, April 25, 2017 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the 2017 Dragonfly Festival – September 8-10, 2017

**BACKGROUND:**

This event has been funded since 2008. The Dragonfly Festival offers kid and family events, including dragonfly tours, bird tours and a kid's craft event. The Dragonfly Festival expects 1100 attendees, which include 500 from out-of-town. The location of the event is at the Bitter Lake National Wildlife Refuge.

**FINANCIAL CONSIDERATION:**

The requested funding is \$1,000.00.

- This item has been budgeted for FY 2017

**LEGAL REVIEW:**

Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.



## CITY OF ROSWELL –SPECIAL EVENT LODGERS' TAX FUNDS – APPLICATION

NAME OF EVENT:

2017 Dragonfly Festival

DATE(S) OF EVENT:

~~Oct 6-7-8-9-10~~ Sept. 8-10, 2017 (application required 90 days prior to event)

NAME OF ORGANIZATION APPLYING FOR FUNDING:

Friends of Bitter Lake

DESCRIBE EVENT:

The event brings in over 1,000 participants every year to take free tours to learn more about the 100 different species of dragon flies. In addition to tours, there are vendors and exhibits promoting environmental education.

LOCATION OF EVENT:

Bitter Lake National Wildlife Refuge

HOW WILL YOU ADVERTISE AND MARKET THE EVENT?

Through billboard, free and paid radio, public service announcements, paid and free ads in newspapers.

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED?

Through survey and observation at the front gates. Summary through survey.

ESTIMATED TOTAL # OF ATTENDEES:

1,100

EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:

500

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY?

No.

WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL?

50

%

WILL YOU HAVE A WEBSITE FOR YOUR EVENT?

It will be on the Friends website.

EVENT WEBSITE (if applicable):

friendsofbitterlake.org

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ \$1,000

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

### RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST:

Jimmy Masters

SIGNATURE OF APPLICANT:

Jimmy Masters

(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP:

4200 East Pine Lodge Rd. Roswell, NM 88201

PHONE: 575-626-0531

CELL: same

E-MAIL: mastersdjk@hotmail.com

DATE SUBMITTED:

4-19-17

90 DAYS? ☒ YES

TO BE PRESENTED AT MEETING ON:

4-25-17

➤ ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.

➤ PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.

➤ PLEASE PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES

➤ MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan 7, 2016



NAME OF EVENT:	2017 Dragonfly Festival
DATE(S) OF EVENT:	Sept 8-10, 2017
NAME OF ORGANIZATION:	Friends of Bitter Lake

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT-OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER	\$ 230. <sup>00</sup>	\$ 100. <sup>00</sup>	\$ 630. <sup>00</sup> 0.00	63%
MAGAZINE			0.00	
RADIO	\$ 285. <sup>00</sup>	\$ 285. <sup>00</sup>	\$ 570. <sup>00</sup> 0.00	50%
TELEVISION			0.00	
INTERNET			0.00	
PRINTING (brochures, posters, cards)			0.00	
MAILING			0.00	
T-SHIRTS (or other marketing items)			0.00	
SECURITY			0.00	
CLEAN UP (Sanitation)	\$ 800. <sup>00</sup>		\$ 800. <sup>00</sup> 0.00	
OTHER: Billboard	\$ 1,200. <sup>00</sup>		\$ 1,200. <sup>00</sup> 0.00	
SUB TOTALS	\$ 1,315. <sup>00</sup> 0.00	\$ 685. <sup>00</sup> 0.00	\$ 2,000. <sup>00</sup> 0.00	

TOTAL ELIGIBLE EXPENSES: \$ 2,000.<sup>00</sup> 0.00 (50% = \$ 1,000.<sup>00</sup> 0.00)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*
	None		

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS
	None			

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*
	None			

## **2016 EVENT INFORMATION:**

**15<sup>th</sup> Annual Dragonfly Festival:**

**Event Dates: September 10-11, 2016**

**Awarded Amount: \$1,000.00      Reimbursed Amount: \$1,000.00**

1. Event Report
2. Financial Report
3. Survey Summary – copy of survey and detailed survey information
4. Progressive Report on event





**CITY OF ROSWELL**  
**SPECIAL EVENT LODGERS' TAX FUNDING -**  
**EVENT/FINANCIAL REPORT**

NAME OF EVENT:	Dragonfly Festival		
DATE(S) OF EVENT:	September 10-11, 2016		
NAME OF ORGANIZATION SPONSORING EVENT:	Friends of Little Lake NW		
NAME OF CONTACT PERSON	Jennine Masters		
MAILING ADDRESS:	4200 West Pine Lodge Rd.		
CITY / STATE / ZIP	Roswell NM 88201		
PHONE: 575-623-3090	CELL PHONE: 575-626-0531		
E-MAIL ADDRESS (optional):	mastersdjk@hotmail.com		

**REPORT ON THE OUTCOME OF THE EVENT:**

The event saw more than 1,200 visitors over a two-day period. Despite the early morning cloud cover, the day got better as the day got warmer, because that allowed for more dragon flies to be seen. The event exceeded our expectations and the event continues to grow every year. Even though we never hear about complaints, the committee finds ways to improve every year. All the vendors and exhibitors were quite happy and reported to having many visitors come to their booths.

**DESCRIBE ADVERTISING USED and IMPACT ON BRINGING VISITORS TO ROSWELL:**

Fliers were distributed into the community and surrounding communities. Local radio ads and public service announcements were broadcasted throughout Southeast New Mexico. There was also a billboard on North Main that locals and out of towners saw. That also responded to banners and from advertising.

WHAT WAS ESTIMATED VISITOR ATTENDANCE? Approximately 1,250

HOW WAS IT MEASURED? A survey was used to gather a sample. Also staff clocked in how many people per car load.

WHAT WAS THE ESTIMATED HOTEL/MOTEL, LODGING IMPACT? According to the survey sample results, those from out of town/state stayed in hotels/motels. On the other hand, some stayed with family.

DO YOU PLAN TO REQUEST LODGERS' TAX FUNDS NEXT YEAR? Yes.

WHAT IS THE ESTIMATED DATE? September 9-10, 2017.

IF YOUR EVENT IS SCHEDULED AT THE SAME TIME AS A DIFFERENT EVENT, WOULD YOU BE WILLING TO CHANGE THE DATE?

ADDITIONAL REMARKS TO THE OTB: Based on previous event years, the first weekend after Labor Day is always recognized as the Dragonfly Festival.

SIGNATURE:

Jennine Masters

DATE: 11/20/16

- Provide sample of the event survey used.
- Provide a complete summary of survey results for merchant, restaurant and lodging impact (how many room nights) (see page 3 of this form).
- Event Report is due ninety (90) calendar days following the last day of the event, an extension may be requested in writing if additional time is required due to unforeseen circumstances or emergency. (See policy for details.)

Last day of Event 9-11-16 Received date 11-22-16 days 72  
(Revised Jan. 14, 2016)





## SPECIAL EVENT LODGERS' TAX FUNDING - FINANCIAL STATEMENT

<b>EVENT NAME:</b>	<i>Dragonfly Festival</i>
<b>Event Date(s):</b>	<i>September 10-11, 2016</i>
<b>Statement date:</b>	<i>November 20, 2016</i>
<b>Provided by:</b>	<i>Johnny Masters</i>

FULL EVENT REVENUE:	
Admissions	\$
Registrations	\$
Donations	\$ <i>1,250.00</i>
Sale of Items	\$
Vendor rental	\$ <i>60.00</i>
	\$
	\$
	\$
	\$
	\$
<b>TOTAL REVENUE</b>	\$ <i>1,310.00</i> 0.00

FULL EVENT EXPENSES:		*LODGERS' TAX ELIGIBLE ONLY EXPENSES:
Advertisement **	\$ <i>2,146.40</i>	\$ <i>2,146.40</i>
Marketing **	\$	\$
Promotional **	\$	\$
Entertainment	\$	\$
Food, Beverages, Snacks	\$	\$
Judges	\$	\$
Rental – Facility	\$	\$
Rental – Equipment	\$	\$
Sanitation **	\$	\$
Security **	\$	\$
Police & Fire **	\$	\$
	\$	\$
	\$	\$
	\$	\$
	\$	\$
<b>TOTAL EXPENSES</b>	\$ 0.00	\$ <i>2,146.40</i> 0.00

TOTAL REVENUE:	\$	0.00	TOTAL EXPENSES:	\$	0.00	PROFIT OR LOSS:	\$
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\* The amount of the expense which is eligible for Lodgers' Tax funding may be less than the Full Event Expense.

\* Lodgers' Tax Eligible Expenses must equal or exceed the total of all the requests for reimbursement invoice listings.

\*\* Lodgers' Tax Eligible categories only: Advertisement, Marketing, Promotional, Sanitation, Security, Police & Fire



## SPECIAL EVENT LODGERS' TAX FUNDING - SURVEY SUMMARY

<b>EVENT NAME:</b>	<i>Dragon fly Festival</i>
<b>Event Date(s):</b>	<i>September 9-10, 2016</i>
<b>Statement date:</b>	<i>November 20, 2016</i>
<b>Provided by:</b>	<i>Johnny Masters</i>

### EVENT ATTENDANCE:

TOTAL VISITOR ATTENDANCE:	1,250
OUT-OF-TOWN VISITOR ATTENDANCE:	33
OUT-OF-COUNTRY VISITOR ATTENDANCE:	1

Total Visitors include all, Out-of-Town are broken out of total but include Out-of-Country  
Out-of-Country are broken out of the Out-of-Town

### LODGING IMPACT:

HOTEL/MOTEL:	10
RV PARKS:	4
BED & BREAKFAST:	0
<b>TOTAL ROOM NIGHTS</b>	<b>14</b>

Room nights = # of rooms x # of nights (not people in rooms)

### ROSWELL ECONOMIC IMPACT:

RESTAURANTS:	30
FUEL:	0
SHOPPING:	0

If your survey asked these questions please provide results

## 2016 Dragonfly Festival GUEST SURVEY

Thank you for attending this year's festival! Please take a few minutes to fill out our survey.

1. Where are you from? \_\_\_\_\_  
(If from Roswell, please skip to Question 4)
2. What type of lodging are you using during your stay?  
\_\_\_\_Hotel/Motel      \_\_\_\_Campground/RV      \_\_\_\_Friends/Family
3. How many meals do you plan to eat out during your visit to Roswell?  
\_\_\_\_1      \_\_\_\_2      \_\_\_\_3      \_\_\_\_4      \_\_\_\_5 or more
4. What is your age group?  
\_\_\_\_18-25      \_\_\_\_26-32      \_\_\_\_33-45      \_\_\_\_46-59      \_\_\_\_60 or older
5. How many children under the age of 18 are accompanying you?  
\_\_\_\_1      \_\_\_\_2      \_\_\_\_3      \_\_\_\_4      \_\_\_\_5 or more
6. Have you attended this event before?  
\_\_\_\_Yes      \_\_\_\_No
7. Do you plan to attend this event in the future?  
\_\_\_\_Yes      \_\_\_\_No
8. How did you find out about this event? (If from a publication, please indicate)  
\_\_\_\_\_

9. Comments or suggestions:

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# THANK YOU!



## REPORT ON GUEST SURVEY FROM THE 2016 DRAGONFLY FESTIVAL

Date of festival: September 10, 2016

Total number of surveys: 76

Questions that were asked are in compliance with the City of Roswell Lodger's Tax.

### 1. Where are you from?

Location	Number from that location
Roswell	43
Ft. Sumner	1
Hagerman	1
Santa Fe	1
Carlsbad	3
La Luz	1
Albuquerque	3
Capitan	1
Estancia	1
Dexter	2
Los Lunas	1
Las Cruces	1
Belen	1
Silver City	1
Alamogordo	1
Phoenix, Arizona	2
Paola, Kansas	1
El Paso, Texas	3
Midland, Texas	1
Amarillo, Texas	2
Wisconsin	2
Colorado	1
Oklahoma City, Oklahoma	1
Jamaica	1

### 2. What type of lodging are you using during your stay?

Lodging type	Number staying in lodging
Hotel/Motel	10
Campground/RV	4
Friends/Family	8

3. How many meals do you plan to eat out during your visit to Roswell?

Meals	Number of meals eaten in Roswell
One	7
Two	6
Three	8
Four	4
Five or more	5

4. What is your age group?

Age Group	Number of those in age group
18-25	3
26-32	12
33-45	28
46-59	12
60 or older	24

5. How many children under the age of 18 are accompanying you?

Children	Number of children
1	20
2	16
3	8
4	3
5 or more	

6. Have you attended this event before?

Answered	Number answered
Yes	28
No	48

7. Do you plan to attend this event in the future?

Answered	Number answered
Yes	72
No	3
Maybe	1

8. How did you find out about this event?

At the park
From work
Friend
Relatives
From sister
Bill and Suzi Flynt



Word of mouth
Google
Signs in town
Floyd Truetken
Family and flyers
Jimmy Masters
New Mexico True
Spouse works in Roswell and heard about it
Garden Club
Local ads and website
TV
From previous visit
Radio PSA
Carlsbad Current Argus
Homeschool group of Carlsbad
Facebook
Radio station
Brochure at Bitter Lake
Newspaper
From Friends
Volunteers
Sign at Walmart
Sign on fence by Motel 6
Large sign in town
Astronomy Club
Attend every year
From my daughter's school
Radio KBCQ
Good advertising
Vendor
Knew from past
Internet
Email

9. Comments or suggestions

Would like to see more dragonflies together
Loved it
Very good tour
Perfect
Great events for kids! Tours were awesome
Get the BSA (Boy Scouts of America) more organized—very inefficient. NM Game & Fish and Fire Department were amazing

Beautiful. Thanks. Look forward to attending again
Excellent! But more activities needed besides the tours
Thank you! We had a wonderful time!
Wildlife tour—interesting, friendly people; lunch—great
Had an amazing time. Learned new things
It was amazing, relaxing, and very intrigued about our environment
Interesting, wish we would've seen more dragonflies
Loads of fun!
Great event! I really enjoy learning something new every time I come. Thank you
Thank you. Great day
Great event, lots of fun. Checked out the website before attending, very nice!
Wonderful tour!
We enjoy all the activities. Thank you to all, the staff. The tour guy was really fun!
Wonderful
It was a very interesting and fun tour. Really enjoyed it.
Music
Make sure the weather is the same next year!
Loved it.
More tables in the craft area. At little too congested.
There was only one handicapped spot when we arrived. Perhaps those who are working should not park in those places.
Excellent event. I've only been here for a month from West Virginia.
Great event! Invited friends from Midland, TX and they are staying in the Best Western
Very sweet
No rain. Temps around 75 degrees to 85 degrees, clear, and no wind. No mosquitoes.
Love it! You guys keep outdoing yourselves every year!
Great job
Had a great time
Great festival
Very nice, informative, loved it!
Great!
Great! Loved it!
Already nice and informative and lots to do for the kids
We took the tour, it was amazing!
Very good, enjoyable and informative
Mr. Bell was great!
Enjoyed event
Very nicely set up. Enjoy the event, lovely day!
More time for photography
Jeff—did a great job and had a wealth of knowledge

## **PROGRESSIVE UPDATE REPORT FOR 2016 EVENTS**

### **Event Funding for FY 2016:**

#### **15<sup>th</sup> Annual Dragonfly Festival (Sept 10-11, 2016) – due December 12, 2016**

**11/22/16:** Reimbursement was submitted in the amount of \$1,073.20. The amount awarded is \$1,000.00 and reimbursement cannot be above that amount. After reviewing the documentation, additional information was requested.

**11/29/16:** The additional information has been received and the reimbursement has been submitted to Accounts Payable for the next available check run.

**12/6/16:** The Dragonfly Festival was notified that check # 241135 dated 12-2-16 in the amount of \$1,000.00 is ready to be picked up or mailed. Mr. Jimmy Masters requested that the check be mailed.

The event is now complete.

This report is provided by Janice Self – Lodgers' Tax



**FY 2017 - OTB Special Events Financial Ledger Balance 4/19/17**

Acct Number	Description		Amount	Running Balance	
222-4081-408-28-06	Visitor Promotion - Special Events (under \$25,000)				
		Carry over FY 2016	25,699.00		
		Budget FY 2017	70,000.00	95,699.00	
222-4081-408-28-28	Large/Contract Events (\$25,000 & over)				
		Carry over FY 2016	90,007.00		
		Budget FY 2017	190,000.00	280,007.00	
222-4081-408-28-28		Budget Adj FY 2017	(59,000.00)	316,706.00	
222-4081-408-28-06	Chk Number	Chk date	Awarded and Paid Out		Event FY
222-4081-408-28-06	238952	7/18/2016	Roswell Road Race Series	(800.00)	315,906.00 16
222-4081-408-28-06	239091	7/22/2016	32nd Annual Milkman Triathlon	(1,500.00)	314,406.00 16
222-4081-408-28-28	239219	7/29/2016	NM Senior Olympic State Games	(14,300.11)	300,105.89 16
222-4081-408-28-06	239739	9/2/2016	Kicker Arenacross Show	(5,986.10)	294,119.79 16
222-4081-408-28-06	239853	9/9/2016	Roswell Road Race Series	(800.00)	293,319.79 16
222-4081-408-28-06	240225	10/3/2016	Roswell Kick It 3v3 Soccer Tournament	(1,500.00)	291,819.79 16
222-4081-408-28-06	240286	10/7/2016	Historical Society for SENM	(551.39)	291,268.40 16
222-4081-408-28-28	240298	10/7/2016	NM Senior Olympic State Games	(33,214.07)	258,054.33 16
222-4081-408-28-06	240391	10/14/2016	2016 Bottomless Triathlon	(2,000.00)	256,054.33 16
222-4081-408-28-06	240834	11/10/2016	Rotary Desert Sun Golf Classic	(521.28)	255,533.05 16
222-4081-408-28-28	240950	11/18/2016	UFO Festival	(22,999.92)	232,533.13 16
222-4081-408-28-28	241084	11/30/2016	NM Senior Olympic State Games	(7,536.21)	224,996.92 16
222-4081-408-28-06	241169	12/2/2016	6th Tour de Ocho Millas	(2,000.00)	222,996.92 16
222-4081-408-28-06	241135	12/2/2016	15th Annual Dragonfly Festival	(1,000.00)	221,996.92 16
222-4081-408-28-06	241493	12/22/2016	Pecos Valley Quilt Show 2016 - "Galaxy of Stars"	(1,894.43)	220,102.49 16
222-4081-408-28-06	241499	12/22/2016	Rio Pecos Kennel Club - Dog Show 2016	(1,687.29)	218,415.20 16
222-4081-408-28-06	241693	10/6/2017	Roswell Invaders Baseball	(235.05)	218,180.15 16
222-4081-408-28-06	241789	1/13/2017	11th Annual Roswell Jazz Festival	(4,950.19)	213,229.96 17
222-4081-408-28-28	242165	2/10/2017	Eastern New Mexico State Fair 2016	(44,250.00)	168,979.96 17
222-4081-408-28-06	242174	2/10/2017	Historical Society for SENM (Balance unpaid)	(429.03)	168,550.93 17
222-4081-408-28-06	171418	10/13/2016	Christmas Railway	(3,491.19)	165,059.74 17
	PO Number	Council Date	Awarded & Encumbered - not paid		
222-4081-408-28-06	171768	11/10/2016	Historical Society for SENM (Balance unpaid)	(2,570.97)	162,488.77 17
222-4081-408-28-28	172898	1/12/2017	2017 UFO Festival	(75,000.00)	87,488.77 17
222-4081-408-28-06	172903	2/9/2017	Jesse Andrus & Mike Hillman Memorial Pro Rodeo	(5,000.00)	82,488.77 17
222-4081-408-28-06	172902	2/9/2017	33rd Milkman Triathlon	(1,500.00)	80,988.77 17
222-4081-408-28-06	172901	2/9/2017	7th Annual Tour de Ocho Millas	(2,000.00)	78,988.77 17
222-4081-408-28-06	172900	2/9/2017	Roswell Film Festival	(14,875.00)	64,113.77 17
222-4081-408-28-06	172899	2/9/2017	2017 Roswell Hike It & Spike It	(24,999.00)	39,114.77 17
222-4081-408-28-28	173392	3/9/2017	Galacticon (FKS: Roswell Filmfest & Cosmicon)	(25,000.00)	14,114.77 17
222-4081-408-28-06	173391	3/9/2017	Roswell Kick It 3v3 Soccer Tournament	(1,500.00)	12,614.77 17
222-4081-408-28-06		4/12/2017	Kicker Arenacross	(6,000.00)	6,614.77 17
222-4081-408-28-06		4/12/2017	Bottomless Triathlon	(2,000.00)	4,614.77 17
222-4081-408-28-06		4/12/2017	Rotary Desert Sun Classic Golf Tournament	(4,100.00)	514.77 17
			For Finance Committee 5/4/17		
222-4081-408-28-06			Amt to Council	0.00	514.77 17
222-4081-408-28-06				0.00	514.77 17
222-4081-408-28-06				0.00	514.77 17
			Allocation for Events		
222-4081-408-28-06			Dragonfly Festival	(1,000.00)	(485.23) 17
222-4081-408-28-06			Rio Pecos Kennel Club Dog Show	(1,800.00)	(2,285.23) 17



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	YTD Total
FY 15	23,846	23,087	23,650	23,817	25,024	18,502	19,587	21,171	20,003	22,885	20,539	22,643	269,754	230,687
FY 16	20,826	24,073	20,285	22,020	19,578	14,957	15,765	16,609	18,290	19,700	35,123	20,350	248,476	173,303
FY 17	21,335	23,007	21,103	19,622	19,687	16,603	17,598	16,259	15,993				171,207	171,207
Available	44,310	45,787	45,787	44,310	45,787	40,590	41,943	41,943	37,884				388,341	
Room Nights														
Occupancy %	48.1%	50.2%	46.1%	44.3%	43.0%	40.9%	42.0%	38.8%	42.2%				44.1%	45.4%

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	YTD Total	Budget %
FY 15	97,411	119,691	98,916	99,236	104,506	73,815	77,958	90,900	88,541	101,407	88,273	104,359	1,145,013	850,975	
FY 16	92,243	110,451	87,548	93,266	83,361	66,076	66,390	74,869	81,501	86,567	138,810	93,103	1,074,185	755,705	
FY 17	93,694	104,339	94,960	85,296	83,433	67,404	67,981	66,889	62,709				726,704	726,704	71.4%
													FY 17 Budget:	1,017,094	
													Balance:	290,390	28.6%
Estimated Past Due	26,457	8,911	7,308	8,236	7,241	2,504	0	223	11,011				71,890		7.1%

